

ABSTRACT OF THE DISCLOSURE

In a fishing lure an improved means for holding a bait comprising a wire connected to a central shaft and extending through the central opening of a bead also mounted on said shaft. A piece of elastic tubing extends over the central shaft to form a
5 surface on which a bait is held. The wire is wrapped around the bait to hold it in place. The wire is selected to be of a material and thickness such that it may be easily bent and unbent without kinking or breaking and once wrapped around a bait maintains its shape to hold the bait in place on a lure during fishing.